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PRESS REPORT

Outstanding success at India's premier wire and cable platform

India's largest and most important exhibition for the wire and cable industry opened its doors in Mumbai to more than 5,600 quality trade visitors and buyers and 286 exhibiting companies from 24 countries including national pavilions from Austria, China, France, Germany, Italy, Taiwan and USA. The positive result came as no surprise to many of the exhibitors given the fast pace developments in India and the huge interest by overseas exhibitors in India's high growth potentials. The number of exhibitors grew by almost 30% in comparison to the 2008 show and gross space up by 50%. The increase is a clear indication of a promising market with sustained upturn in the buying intentions and the need for India's diverse industries to embrace the latest innovations and state-of-the-art technologies. The majority of the visitors came from the wire and cable applications industries particularly from building and construction, transportation, electronics and machinery manufacturing, with a considerable number of visitors having advisory and decision making purchasing authorities.

The show floor was buzzing with business discussions and activities. Some exhibitors reported concluding sales during the show and receiving potential sales for the near future. The majority of exhibitors firmly believe that the buying trends will increase further given India's high economic momentum for the next two decades and this will provide tremendous opportunities for companies who wish to penetrate the highly diversified Indian markets. It is envisaged that foreign direct investments will continue to rise rapidly with strong interest in property, construction, IT and telecommunications.

Feedback from selected exhibitors

"Given the positive economic climate of India, this is the right time for companies to make their entry into India to tap on its growth potentials. Where the exhibition is concerned, there was definitely a major improvement in the organization of WIRE & CABLE INDIA 2010 in comparison to 2008. We have seen reasonably good quality visitors and were able to meet customers from our target groups. Other than visitors from India, we have also seen several visitors coming from Africa, Middle East, Pakistan and Bangladesh." *Heinz Rockenhaeuser, President, International Wire and Cable Exhibitors Association (IWCEA)/President & CEO, Maschinenfabrik NIEHOFF GmbH & Co. KG.*

"The Indian market is moving forward from basic infrastructure needs to high end technological developments. India's domestic market consumption in itself presents tremendous opportunities. The manufacturers are beginning to be interested in good quality machinery and equipment and demand for high technical standards. These needs can be met by the German companies who are known for their precision and superior standards. Overall, WIRE & CABLE INDIA 2010 was better than two years ago. There was also a significant improvement in the quality of visitors. We have seen many decision makers and top management personnel with special technical needs." *Dr. Gerhard Bartz, President, Association of German Wire and Cable Machinery Manufacturers (VDKM)*

"In comparison to 2008, WIRE & CABLE INDIA 2010 was a huge improvement. The exhibition was professionally organized and we are delighted with the response we have received throughout the exhibition. The quality of visitors was of high caliber and our member companies were able to connect with good quality customers. Overall it was a great success for us and we will be back in 2012." *Peter Large, Executive Committee Member, International Wire & Machinery Association (IWMA)*

"In India, where manufacturing is concerned, there is a dire need to upgrade and adopt more advanced technologies in order to be on par with the world's best practice and in meeting the needs of India's growing affluent middle-class. Furthermore, the growing sophisticated customer base is becoming more quality conscious. The Austrian companies have given feedback that the visitor quality at WIRE & CABLE INDIA 2010 has improved compared to 2008. There were solid enquiries and sales were concluded with considerable potentials in the future. Overall, exhibitors within the Austrian pavilion were very happy with their participation." *Dr. Kurt Eder, President, Austrian Wire & Cable Machinery Manufacturers Association (AWCMA)/President, Eder Engineering GmbH.*

"The wire and cable sector in India definitely has the potential to develop further and we do see a demand in both top of the line as well as in used machinery. In comparison to the previous show in 2008, WIRE & CABLE INDIA 2010 is better organized. We are here to reinforce our presence in this country and are pleased to with the quality of visitors who visited our stand. Visitors came from a good cross section of the industry with good representation from major cable manufacturers. We were able to meet several promising quality contacts and have received numerous serious enquiries on our products. Overall, we are satisfied with our participation." *Rahul Sachdev, Executive Vice President, WIRE & PLASTIC MACHINERY CORP, USA/President, Wire and Cable Industry Suppliers' Association (WCISA).*

"I think both Messe Düsseldorf GmbH and Messe Düsseldorf India have done a good job. There were many people who said that they were impressed with the quality of work at this edition. In general, organization etc. had been pretty good. Rest was terrific and again well done." *Kanchan Dogra, Managing Director, ROSENDAHL Maschinen India Pvt. Limited.*

"We appreciated the efforts put in by Messe Düsseldorf GmbH and Messe Düsseldorf India. The overall response from the exhibition has been good and will be even better next time, we are sure." *Ashish Tyagi, Director, ASSOMAC Machines Ltd.*

"We have also participated in Wire Cable Exhibition held in Mumbai in 2008 and we would like to put on record that response for recent exhibition was remarkable from previous exhibition. We take this opportunity to congratulate you for successful organization. We also would like to confirm our participation in Wire Cable 2012." *A. P. Gokhale, Director, Autowin Systems P Ltd.*

WIRE & CABLE INDIA 2010, organized by Messe Düsseldorf GmbH and Messe Düsseldorf India in co-operation with the Confederation of Indian Industry, is the only exhibition in India that has the solid support from international organizations such as the International Wire and Cable Exhibitors Association (IWCEA), International Wire & Machinery Association (IWMA), Italian Wire Machinery Manufacturers Association (ACIMAF) and the Wire and Cable Industry Suppliers Association, USA (WCISA). The exhibition is also supported by the Steel Wire Manufacturers' Association of India.

The exhibition was augmented by a conference organized by the Confederation of Indian Industry (CII). The conference on "Global Technologies for Emerging India" with special emphasis on emerging technologies for the wire and cable sector was well attended by industry leaders.

The next WIRE & CABLE INDIA will be staged from 29 to 31 October 2012 and will provide the latest technology in machinery, processing and solutions for the wire, cable and associated industries. The exhibition will be held concurrently with Tube India International, Metallurgy India and INDIA ESSEN WELDING & CUTTING, the latter being organized by Messe Essen GmbH. The co-location of the aforementioned shows will provide the industry with a complete and comprehensive spectrum of wire, cables, tubes, pipes, metal, cutting, joining and surfacing technology all under one roof.

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